

Festival Committee/AtwoodFest Meeting

March 12 2014 3PM Café Zoma

Present: Ben Anton, Meghan Blake-Horst, Gary Kallas, Brad Kuse, Donna Magdelina, Steve Sperling, Allison Werner, Megan Williamson

Review Budget and outline sponsorships opportunities and Asks Recap (Ben, Steve, Gary)

Confirmed sponsorships as of this meeting are approximately 10K- 11K

Bank has not yet committed to an amount.

Estimates on costs are conservative

Discuss and make clear the festival management landscape. (ALL, led by Ben)

-Understanding difference of having a voice at the table, being part of the decision and making a decision

-In different areas of responsibility, the committee (and as such council) have different roles.

SASY will always have a voice at the table in regard to

Vending

Music

Other parties will always have voice at the table for

Volunteers

Raffle

If there is a difference of opinion There will be a vote between 3 major parties voting SARA, WILMAR, SASY. Majority wins.

We also need to allow for members of the Festival committee to make key, timely decisions.

In the interest of transparency, Information about these decisions needs to be shared with the Festival Committee.

Know what Steve and Gary Signed up for and what remains (Steve and Gary)

Gary and Steve both state that SASY will not lose money

There's no risk.

Gary is comfortable with writing up something that SASY can only make money.

Steve states that "if there's a negative on this, gary and I are eating it."

That said, there may be reasons that Gary and Steve may want to increase the budget.

For instance: An Afterhours show at the Barrymore that could jump cost and revenue but wouldn't affect the budget as far as SASY is concerned

Importance of trusting one another and trusting that everyone will do their job is paramount to this partnership.

Assign/identify Kids fest festival committee liaison. (ALL)

-Allison has agreed to take a lead role but I think she should have a SASY helper

-Goodman, Bambino and Half Pint possible co-sponsors

Meghan agrees to work with Allison to organize.

Meghan will speak with United Way about the space for the Kids Fest.

Rick Spiel is the contact at United Way that Allison and Meghan and Steve plan to meet with.

Liz Lauer is sponsoring the Kids fest 3300

Assign/identify Raffle coordinator (ALL)

-Or a liaison similar to above that finds a coordinator and plays second fiddle to them in a good way

Raffle is a special thing, proposal to state that proceeds are devoted to a specific neighborhood beautification project

The raffle is an activity of the event.

SASY will need to define what they plan to do with all proceeds.

Vitalizing/re-vitalizing the neighborhood

This could be an agree to a set of fundraising goals that are a line on the SASY's budget.

May want to choose as specific initiative of SASY's to highlight

Easier to sell a ticket that goes to one thing instead of the big bucket.

We need to have a clear way to say what these raffle proceeds are going to.

Steve would like to give all responsibility to the raffle to SASY

SASY looking for a coordinator.

Two potential candidates have been found but are looking to contact last year's coordinator

Meghan will follow up with Goodman to obtain the name of last years coordinator and will follow up with candidates

Theme is needed.

Suggestion to find one or two major prizes, not get bogged down in many small prizes

Consider 50/50 raffle or just a cash prize

AtwoodFest can use Wil-Mar's raffle license

Discuss roles of Volunteer coordinator (ALL)

-This is the one thing that SASY has already committed to do.

-Is this and the festival coordinator one in the same?

-Would the paid role be able to be the above mentioned liaisons as well?

-Festival Coordinator responsibilities and supervision Maybe more who decides that than deciding now.

Gary states that a Festival Coordinator takes care everything that you can't think of.

Electricity goes out,

drunk on the street,

a vendor shows up late and wants to drive their truck through everything.

Coordinator needs to be able to fix these problems without asking how.

A lot of day-of responsibilities.

Vendor and Volunteer checkpoints.

Possibility that the volunteer coordinator and festival coordinator could be one in the same.

Volunteer Coordinator responsibilities

3-4 separate beers stands

X number of sellers per booth per hour.

Money is in the beer.

This is a key responsibility of the volunteer coordinator.

These can be pulled in from other local organization or business, Signs up at stands saying "Your Server Is:"

Tip jar could be a source to pay licensed bartenders to oversee volunteer groups that are

serving beer

Licensed bartender is once class

To find these, call groups of people to sell beer and ask that they coordinate the group so that you do not have to make 100s of phone calls

2000 in budget could cover volunteer coordinator (as opposed to a festival coordinator)

SASY to come up with volunteer coordinator.

Does the festival pay for this or does SASY?

Steve plans to place his assistants into the festival and the Barrymore will pay for these employees.

SASY would not be incurring an unfunded liability, if the festival does not make any money, the Wil-Mar and SARA agree to cover cost of Volunteer coordinator

Budget as it is now has an administrative fee of a 1000 to the Barrymore

SASY Volunteer Coordinator has 2000

Administrative fee to SASY could be structured the same way.

Gary suggests a splitting it evenly, providing a 1500 administrative fee to SASY, SARA and WIL-MAR

SASY can then choose whether to use this to pad the account or to hire volunteer coordinator(s)

SASY will need to decide on one or two names to be the volunteer coordinator

Gary makes a budgetary motion to split the administrative costs \$1500 to each, Wil-Mar, SASY, SARA

If SASY chooses to pay for the volunteer coordinator that is their option.

Steve offers up front money if needed.

Key Potential Non-Profit Partners for SASY buy-in (ALL)

Corn should be given up by SASY

Donna is looking into other groups to take on the corn

Pizza, for 1000 donation from Glass Nickel

Glass Nickel is offering up the Wil-Mar deal

Who ever wants to have a shift at the pizza booth

10 A PIE , you can sell them for 3 a slice for 24 total, 14 profit.

This money could go completely to the non-profits

Possible people taking these on (or the Corn)

Starkweather

Alfonso

Joe Mingle

Will

Identify/assign Community Convergence liason/lead (ALL)

Converge at 12:00 to the first act on the Kids Stage

4 parades joining at the Kids stage

Need to get 4 parade permits.

If time we can get into but could certainly postpone as we are far from needing to know:

Time Bank

Volunteer needs

Idea to hire AtwoodFest custodial staff to pick up up trash. Advertise these paid positions at shelters